Pipeline," reference numeral 802 points to the box labeled "Middle Term Development Pipeline," and reference numeral 804 points to the box labeled "Long Term Development Pipeline," as shown in red-lined Figure 8, also submitted herewith.

Please replace Figure 10 with replacement Figure 10 submitted herewith, in which reference numeral 218 has been replaced with reference numeral 217, as shown in red-lined Figure 10, also submitted herewith.

Please replace Figure 21 with replacement Figure 21 submitted herewith, in which reference numeral 2110 has been replaced with reference numeral 2109, as shown in red-lined Figure 21, also submitted herewith.

In the Specification

Please replace the second full paragraph on page 17 with the following replacement paragraph set forth below. The replacement paragraph is also shown in marked-up format in an enclosed attachment.

In one exemplary method to determine which components are required for the implementation of the system in order to indicia code them in operation **35**, a database may be created which includes a listing of all of the components of the system. See operation **35a** of Figure **1C-1**. Also, listings of all components of the framework necessary to the implementation of the system are created in the same or a second database in operation **35b**. Then, the listing of the entire set of components is compared with the listing of the required components in operation **35c**. In operation **35d**, any components that match are indicia coded on the pictorial representation created in operation **34**.

Please replace the third paragraph on page 89 with the following replacement paragraph set forth below. The replacement paragraph is also shown in marked-up format in an enclosed attachment.

The pipeline strategy for a program must incorporate code base synchronization. Code base synchronization must occur among the three pipelines to ensure that the three code bases eventually result in one version in production. Figure **9** is an illustration showing a multiple release capability development pipeline **900** with code base synchronization among three pipelines.

Please replace the seventh paragraph on page 117 with the following replacement paragraph set forth below. The replacement paragraph is also shown in marked-up format in an enclosed attachment.

- **Release Management tools 217** manages the simultaneous development of multiple releases

Please replace the last paragraph on page 346, which continues on to become the first paragraph on page 347, with the following replacement paragraph set forth below. The replacement paragraph is also shown in marked-up format in an enclosed attachment.

One embodiment of the electronic commerce component of the present invention is adapted for advertising in a virtual shopping environment in operation **1510** of Figure **15**. Figure **19** illustrates the operation in more detail. In operation **1902**, a plurality of items, i.e. products or services, are displayed for purchase. Along with the items being displayed for purchase, or on a subsequent page or pages, advertisement information which relates to at least one of the items displayed for purchase are displayed in operation **1903**. Figure **19A** provides more detail of operation **1903**. The advertisements are preferably preassociated with individual items or may be associated with an entire classes of items in operation **1910**. When the items are selected for display, one or more of the advertisements is automatically displayed as well in operation **1911**. In operation **1912**, if there are many advertisements, the advertisements are rotated so that each gets an equal amount of display time, or according to the premium paid by the advertiser. A user is permitted to select the items for purchase, as indicated by operation **1904**. Payment is then accepted in exchange for the selected items in operation **1906**. While the virtual shopping environment is being used, advertisement information may be displayed which relates to at least

one of the items for purchase and also relates to the user based on the profile of the user. This is particularly useful where the advertisements are being rotated. Then the advertiser would be billed based upon the number of times its advertisement was shown. Note that the items each include at least one of a product and a service.

Please replace the first full paragraph on page 357 with the following replacement paragraph set forth below. The replacement paragraph is also shown in marked-up format in an enclosed attachment.

As an option, the license agreement may be sent to the user via electronic mail or the like in operation **2109**. The present invention may further track entitlements of the user granted under the license agreement. The user may even be prevented from utilizing the software until the license agreement is generated.

Please replace the second full paragraph on page 382 with the following replacement paragraph set forth below. The replacement paragraph is also shown in marked-up format in an enclosed attachment.

As shown in component **1406** of Figure **14**, one embodiment of the present invention is provided for affording a combination of web application services to manage customer relationships. Figure **23** illustrates component **1406** in more detail. As shown in Figure **23**, profile data of a plurality of users is managed and organized in operation **2300**. Static and dynamic information of interest is provided to each user based on profile data of that user in operation **2302**. Further, static and dynamic information of interest is provided to a plurality of users having similar profile data in operation **2304**. Information is also located on a network of databases, i.e. the Internet, as a function of the profile data. Feedback is also collected from the users by way of electronic forms and surveys. Note operation **2306**. Various event, calendaring and registration services are further provided. For example, operation **2308** reminds the users of upcoming events, a calendar of events is maintained, and the users are permitted to register for the events.